

Evaluating a Collection of Business Idea

Idea 1

Name:

Description:

.....

.....

Idea 2

Name:

Description:

.....

.....

Idea 3

Name:

Description:

.....

.....

Idea 4

Name:

Description:

.....

.....

Idea 4

Name:

Description:

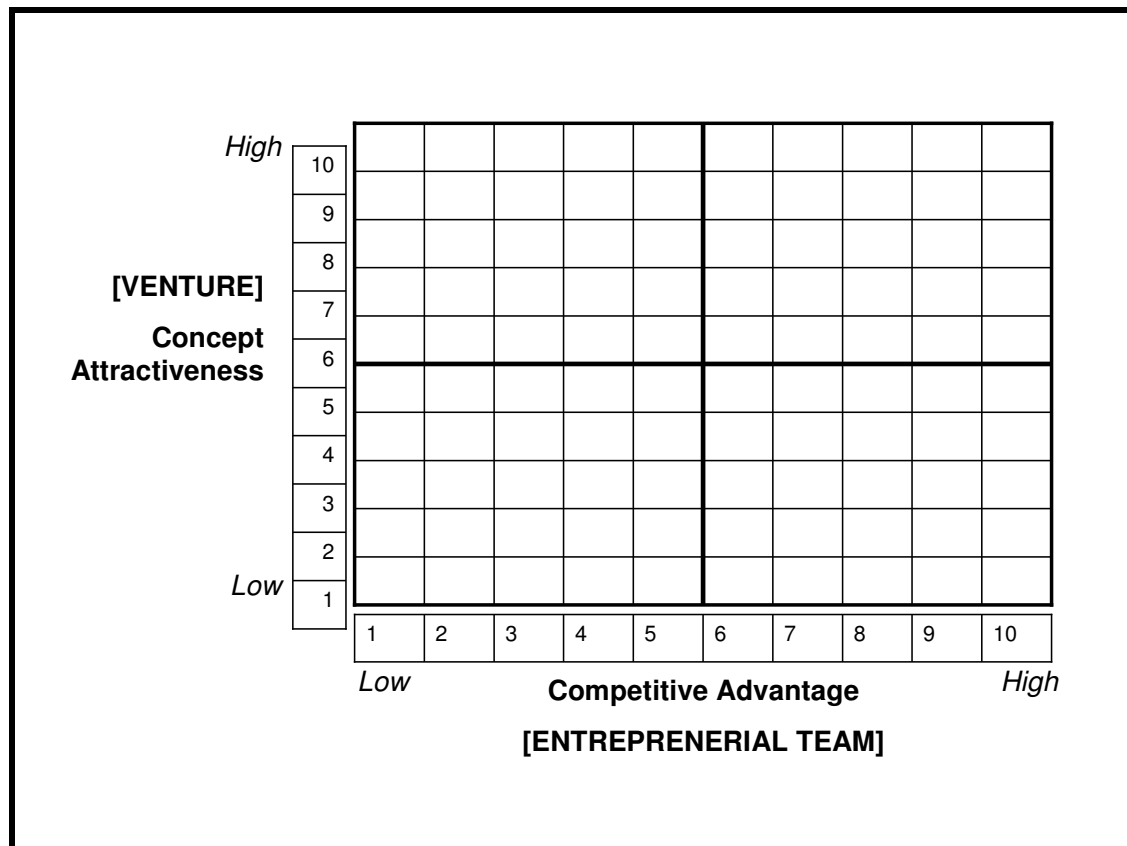
.....

.....

Scoring Matrix

| | Idea 1 | Idea 2 | Idea 3 | Idea 4 | Idea 5 | |
|-------------------------------|--------|--------|--------|--------|--------|--------------------------------|
| Concept Attractiveness | | | | | | Average score out of 10 |
| Market Size | | | | | | Score out of 10 |
| Market Growth | | | | | | Score out of 10 |
| Differentiation | | | | | | Score out of 10 |
| | | | | | | |
| Competitive Advantage | | | | | | Average score out of 10 |
| Skills | | | | | | Score out of 10 |
| Resources | | | | | | Score out of 10 |
| Passion / Energy | | | | | | Score out of 10 |
| | | | | | | |

Plotting the Scores



Identifying Ways to Move Ideas to the Top Right

Idea 1

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

.....

.....

Increase competitive advantage (skills; resources; passion):.....

.....

.....

Idea 2

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

.....

.....

Increase competitive advantage (skills; resources; passion):.....

.....

.....

Idea 3

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

.....

.....

Increase competitive advantage (skills; resources; passion):.....

.....

.....

Idea 4

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

.....

.....

Increase competitive advantage (skills; resources; passion):.....

.....

.....

Idea 5

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

.....

.....

Increase competitive advantage (skills; resources; passion):.....

.....

.....